

Getting Your Photos on the Web

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disclaimer...

It is impossible to know everything about the internet...

There are many, many, many, many, many photography websites...

I am covering the most popular...

I am leaving out “social” and “mobile” orientated aspects of posting images on the web...

I’m only going to mention options for the do it yourselfer...

I could talk all night but some people need to go home to sleep...

Question:

Why do you want to post photos on the web?

Why post photos on the web?

- To share with friends and family
- To share my photos with the world
- To sell my photography
- To share with clients
- To feel Facebook love
- To have my photos critiqued / to learn

The goods and bads of sharing with the public.

The Goods

- Exposure: Get more people to see your photography.
- Easier to do.
- Make money.

The Bads

- There are bad guys (and gals) out there.
- Posting images of people w/out model release can get you in trouble.
 - (There are probably other subject matter that can get you in trouble, I suggest you check with an attorney).
- Your images may be stolen
 - Might be good, might be bad (A stolen image with your watermark and website address could drive people to your website).

What do you need to consider if you **do not** wish the public to see your photography.

- Password protected websites
- Password protected galleries
- Secret web addresses / URLs

What do you need to consider if you **post** images for the public to see your photography.

- Post lower resolution images if protection is not enabled
- Use Watermarks (copyright information on the image)
- Model releases (On file of people images you post)

facebook

flickr

Picasa

The Social Group

Dropbox

youSENDit

The File Sharers

500

Photonet

Panoramio
from Google

PSA
Photographic
Society of
America

The Community

zenfolio

SmugMug

The Professionals

shutterfly

blurb

The Bookmakers +

“Top Sites” Survey Summary

	Free	“All public” view	Can limit who sees	Secret URL	Password protect Galleries	Protect image download	Can sell images	Allows critiquing
Facebook	Yes	Login	Yes	No	No	No	No	Yes but*
Flickr	Yes	Yes	Yes	No	No	No	No	Yes
Zenfolio	None	Yes \$	Yes \$	No	Yes \$	Yes \$	Yes \$\$	Yes \$
Smugmug	None	Yes \$	Yes \$	No	Yes \$	Yes \$	Yes \$\$	Yes \$
Dropbox	Some	No	Yes	Yes	n/a	n/a	No	No
500px	Some	Yes	No	Yes \$	Paid	Yes	Yes	Yes
Shutterfly	Yes	Yes	Yes	Yes	No	No	At cost	Yes

Zenfolio and Smugmug’s premium services also allows you to customize the pages to your desires and sell photos for profit.

*Facebook is prone to be “Facebook Love” when it comes to critiquing.

Example: Password protected websites

Facebook requires users to be logged into the website to see any content.
Content is displayed based on the user's privacy rules



www.facebook.com

These websites will show photos to anyone (no login required). Content is displayed based on the user's privacy rules

flicker (Yahoo),



www.flickr.com

Picasa (Google+)



www.picasa.com

You must set privacy rules for your photos.

Germany

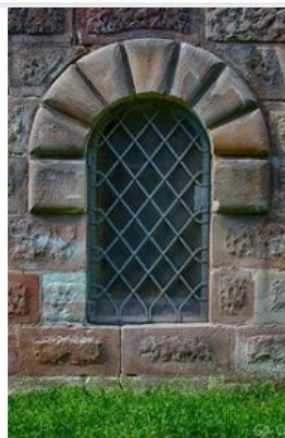
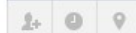
A few days in Nuremberg Germany

Where were these taken?

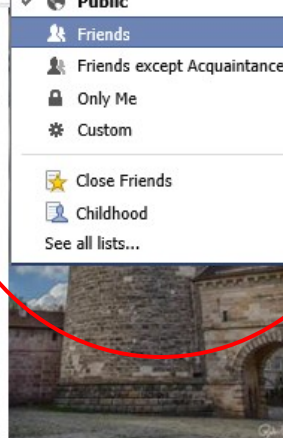


Window in City Wall |

Where was this?



City Wall |



City Wall |



Heilig Geist Spital |



|



|



Edit Date

+ Add Photos



Public

Done

- ✓ Public
- Friends
- Friends except Acquaintances
- Only Me
- Custom
- Close Friends
- Childhood
- See all lists...

Example: Galleries that are protected

You set up a gallery that is private and set up a password.

You send the password to prospective viewers.



www.zenfolio.com



www.smugmug.com

This is great if say you photograph a little league baseball game and send parents to the website (via a link and password) to see the photos for purchase.

Sites that provide critiquing

Photo.net

500px

PSA

Panoramio

- Geotagging
- Google Friendly
- Exposure



www.photo.net



www.psa-photo.org



www.500px.com



<http://www.panoramio.com>

Example Secret URLs / web addresses

You set up a gallery and receive a complicated URL.

You send the URL to people who you wish to see your gallery.

Those people may send this url to others to also see this gallery.



www.dropbox.com



www.yousendit.com



www.shutterfly.com

More about DropBox



Dropbox appears to be a folder on your computer.

Anything you place in this folder is copied into the cloud.

You can share this folder two ways

- Share link: Send a link to the folder (no need to be a Dropbox user)
- Share folder: Invite users to have access of the folder (need to be a Dropbox user)
 - After sharing a folder everyone sees the same files. Everyone can add or subtract files inside that folder.

Beware

- Anything you move out or delete will be moved out or deleted from other people's folder.

Sites to sell your photography

Zenfolio www.zenfolio.com (as prints, digital downloads)

Smugmug www.smugmug.com (as prints, digital downloads)

Shutterfly www.shutterfly.com (as books)

MagCloud www.magcloud.com (as magazines)

Blurb (as books) www.blurb.com (as books)

iStockphoto www.istockphoto.com (stock photography)

Corbis www.corbis.com (stock photography)

Selling Images

You pay a “service fee” based on selling price and service level (annual fee)

You set up price lists

You do the marketing (advertising and promotion)

They fulfill the orders and take care of the “Back End”

Zenfolio

- Prints by mpix, MpixPro, Miller’s Lab
- Easy to use interface to quickly build a website

Smugmug – 9 months ago changed focus to professional users

- Prints by Bayphoto, whcc, ezprints
- Books by Zookie, Zoho, Mycanvas, Blurb
- Business cards by Moo
- Complicated yet comprehensive user interface

Both also sell photo merchandise and allow you to sell digital downloads of your images

Organizer



Photographs

New ▾ Delete Move

- Featured
- Recently Added
- Shared Favorites
- All Photographs**
 - Best of
 - Featured Images
 - Rural America
 - Germany
 - Hong Kong
 - California



RobDe Photography

[Public Profile](#) | [Invite Visitors](#)

Show Visitor View ▾

Thank You for Trying Zenfolio!

Your Trial account expires tomorrow, you can [Upgrade](#) any time.

Common Tasks

- [Upload Photos & Video](#)
- [Manage Your Photos](#)
- [Customize Your Homepage](#)
- [Learn about New Features](#)

Useful Content

- [Support Center](#)
- [Getting Started with Zenfolio](#)
- [Zenfolio User Forums](#)
- [Live Online Training](#)

Default Print Ordering Settings

These settings will apply by default unless you override them.

[Change Settings](#)Print Ordering: [Enabled](#) Prices: [New Price List](#)

Selling Summary

This month you've sold **0** orders [View Detailed Reports »](#)You have **1** price lists [Manage Price Lists »](#)You offer **33** products from the Zenfolio partner labs, **0** Self-fulfilled Products, and **0** Digital ProductsYou have **0** active coupons [Manage Coupons »](#)

Toolbox

My Zenfolio

Account Level: [Trial](#) [Upgrade](#)

Joined: 17-May-2013

Expires: 31-May-2013

Storage Used: 2.16 GB

Photos: 196

Videos: 0

Galleries: 6

Your Referrals

Referral Code: SDX-AG8-7ZZ

Total Referrals: 0 users

Send a message to invite friends to Zenfolio and earn referral credits

E-mail address

[Preview Invitation](#) [Send](#)

Visitors

Total visitors: 1

This week: 1

Last week: 0

This month: 1

Last month: 0

News

25-Apr-13

Zenfolio announces 2013 ZOOM Tour, includes 11 cities around the US + London

[more »](#)

08-Mar-13

Sell and download videos, gallery downloads, template editing enhancements, new print products, and more template designs

[more »](#)

Most Popular Photos & Videos

Most Popular Galleries

Client Communication

Website Pages

Files & Resources



Me



Privacy



Style



Discovery



Stats



Business

My Themes

Build your own custom theme. Use them anywhere.

Your current site-wide theme:

Black Arts

MANAGE

Categories

Top-level folders that keep your site organized.

MANAGE

Subcategories

Optional sub-folders for your galleries.

MANAGE

Easy Customizer

Change your site's look and feel. No code required.

MANAGE

Advanced Customizer

Use your own HTML, CSS and Javascript to make your site unique.

MANAGE

Mobile Site

ON

 Use our lightweight, smartphone-friendly website.

Custom Domain [WHAT'S THIS? »](#)

A custom domain which you've already configured to point DNS at SmugMug.
Ex: [www.example.com](#) or [photos.example.com](#) (use lower-case!)

Pricing

Facebook: Free

Flickr: Free

Zenfolio: \$30, \$60, \$120, \$250 (depending on ecommerce)

Smugmug: \$40, \$60, \$150, \$300 (depending on ecommerce)

Dropbox: Free, \$99, \$199, \$499 (depending on disk space used (Gigabytes))

500 px: Free, \$25, \$75

Shutterfly: Free (Pay for prints).

>> All prices are annual



Smugmug Vs Zenfolio

	SM Basic	SM Power	SM Portfolio	SM Business	ZF Basic	ZF Unlimited	ZF Premium	ZF Business
Price	40	60	150	300	30	60	120	250
Storage	Unlimit	Unlimit	Unlimit	Unlimit	4GB	Unlimit	Unlimit	Unlimit
Customization	None	Look	Complete Your own code	Complete Your own code	Look	Look and Domain Name	Look and Domain Name	May add your own code
Right click protection	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Sell your photos	No	No	Yes	Yes	No	No	Yes	Yes
Custom Commerce	No	No	No	Yes	No	No	Yes	Yes
Flexible Pricing	No	No	One Price list	Multiple Price Lists	No	No	Yes	Yes
Prolab Printing	No	No	Yes	Yes	No	No	No	Yes
Fees for commerce	n/a	n/a	.99/digital download Per print costs are hidden	.99/digital download Per print costs are hidden	n/a	n/a	12% Prints 4% you fulfill 8% Digital download	No fee if you fulfill yourself

Thanks Zenfolio!

Get 20% off your first year of usage

Use discount code STONYBROOK20

Good until July 30, 2013

If you use referral code **SDX-AG8-7ZZ**, I get credit.

For Smugmug if you use referral code **zABOQyLLDp5Us**, I get credit. 😊

"Top Sites" Survey Summary

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Dropbox	Some	No	Yes	Yes	n/a	n/a	No	No
500px	Some	Yes	No	Yes \$	Paid	Yes	Yes	Yes
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For the do-it-yourselfer

Way beyond the scope of this presentation...

Consider the following:

- 1) You need to register a domain name
- 2) You need a hosting service
- 3) You need a content management system



And / Or

- 4) You need to learn to use Adobe Dreamweaver, Lightroom and write code.





Welcome to The Stony Brook Camera Club

We're in our 43rd year, promoting enjoyment and proficiency in all aspects of photography through education by mutual exchange of knowledge and experience and also promoting a broad appreciation of our natural environment.

- Home
- About Us ▶
- Activities
- Articles ▶
- Calendar ▶
- Competition▶
- Facebook Group
- Galleries ▶
- Membership▶
- News ▶
- Newsletter
- Submit Images ▶



Created in
Lightroom

Most Recent News Postings

05/17/2013 01:01 PM
[Year end scores](#)
04/27/2013 05:58 PM
[Galleries](#)
04/27/2013 07:54 AM
[Scores Posted](#)
03/28/2013 02:51 PM
[Glennie Results](#)
03/11/2013 04:00 PM

Calendar

Today

◀

▶

Week

Month

Agenda

Thursday, May 30

7:30pm

Rob DeRobertis "Getting Your Photos on the

Thursday, June 6

7:30pm

Andre Bourque " Photographic Medley: A Trit

Thursday, June 13

7:30pm

Year End Banquet

Friday, July 12

Some of this years
events are sponsored
by

PHOTO & VIDEO
Hunt's

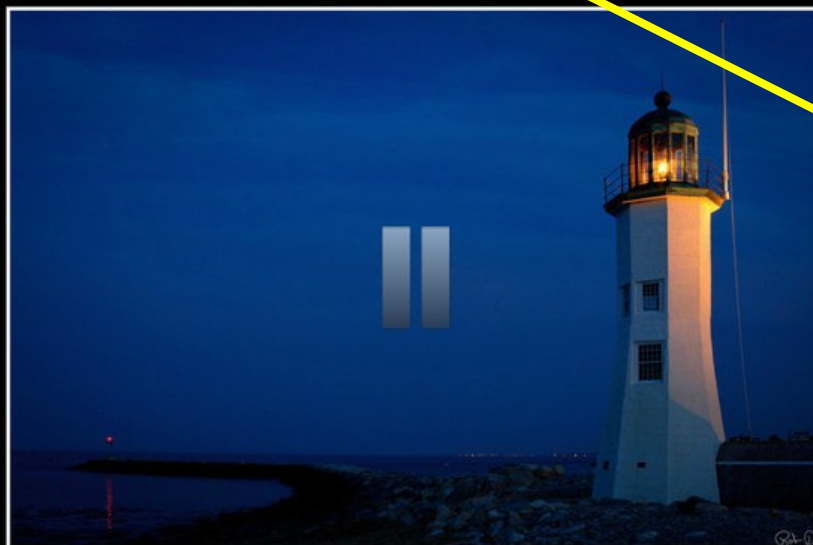
Canon





Select an image to view in the gallery

Latest Blog Posts



03/28/2013

[The Wonders of the Pacific Coast](#)

01/28/2013

[Time Lapse Nassau Veterans Memorial Coliseum](#)

01/01/2013

[My Top Images of 2012](#)

10/20/2012

[What makes great composition?](#)

This page is completely custom.

Links to my Smugmug account

[Viewing on a device without Flash? Click here to view.](#)

[Keep up to date with my newsletter](#)

Welcome to the photographic website of Robert DeRobertis. Here you will find images of many subjects including city scapes, architecture, flowers, aircraft and night photography. Inside this website you will also find slide shows from various events and fine art photographs available for sale. These images are printed by BayPhoto labs in California and shipped directly to customers ready to be framed. Spend a few minutes and enjoy this place on the web, and if you like it, send [Rob](#) a note.

Follow Rob at these social sites:



If you like this stuff feel free to contact me at robert@robde.com

SmugMug 



FINE ART PHOTOGRAPHY

[Home](#)[About](#)[Prints For Sale](#)[Slide Shows](#)[Blog and Podcasts](#)[User Login](#)

Robert DeRobertis > FineArt

FineArt Galleries



Featured Images

These images have had the most impact on many of my viewers. Several ...

Updated: May 18, 2013 8:47pm EDT



Architecture

Fine Art photography of Buildings around the world

Updated: Mar 12, 2013 10:14pm EDT



Wings Neck Lighthouse

This lighthouse has been in my friend's family for over 60 years. They ...

Updated: Mar 03, 2013 9:18am EDT



Hong Kong

Updated: Feb 17, 2013 9:44am EDT



Best of 2012



Franklin Harvest Festival

Photos that will be exhibited at the Franklin Harvest Festival Septemb ...

Updated: Sep 15, 2012 10:00am EDT



Norfolk Exhibit

These are the images currently being shown at the Stony Brook Norfolk ...

Updated: Jul 01, 2012 10:36am EDT



Aircraft

Fine art photographs of military aircraft

Updated: Jun 20, 2012 9:07pm EDT



Best of 2011



Porto

Images of Porto Portugal

Updated: Sep 25, 2011 11:55am EDT

Smugmug
Gallery

Rob De

FINE ART PHOTOGRAPHY

Home

About

Prints For Sale

Slide Shows

Blog and Podcasts

User Login

Robert DeRobertis > FineArt > Featured Images

Share

Map This

Slideshow

These images have had the most impact on many of my viewers. Several have been exhibited around the globe.

Page 1 of 7 Next > >>

1 of 103 Next >

Buy

View Cart



Tweet 0

Share

Like 0

St. Laurenz Rose Window |

keywords: [hdr](#) [fine art](#) [derobertis](#) [rob de](#) [4f7a6196](#)



Comments | Add Comment

This is what it is all about

Smugmug's gallery view

zenfolio





Zenfolio Home
Page

My Photographs ▾

Guestbook



SEARCH



106 photos

Visitors 0

Home » All Photographs

[Galleries 6](#)
[Collections 0](#)
[Groups 0](#)



Best of
 Visitors 0
 8 photos



Featured Images
 Visitors 1
 98 photos



Rural America
 Visitors 0
 14 photos



Germany
 Visitors 0
 12 photos



Hong Kong
 Visitors 0
 23 photos



California
 Visitors 0
 41 photos

Home » All Photographs » Featured Images

Taken 15-May-13

Visitors 1 Comments 0 | [Add](#)

[Buy ▾](#) | [Add To Favorites](#)

[Buy ▾](#)

[Share](#)

[► Slideshow](#)



98 of 98 photos

Thumbnails

Info



« 1 ... 3 4 5 6 7 »

Featured Products

USD ▾

Mini Wallets	2.00
Wallets	2.00
3.5" x 5" Print	2.00
4" x 5" Print	2.00
4" x 6" Print	2.00
5" x 7" Print	3.00
6" x 9" Print	4.00
8" x 10" Print	4.00
8.5" x 11" Print	6.00
8" x 12" Print	6.00

[View All Products...](#)



St. Laurenz Rose Window

No comments posted. [Add comment »](#)

(c) R. DeRobertis

Zenfolio's
Gallery View

Posting Images

Posting images to websites are similar (but different).

For sites that do not protect your images (Facebook)

- Consider posting low res JPEG 60% quality
- Size around 800 x 600.
- Watermark with your copyright notice. Include meta data for your copyrights.

For websites that provide commerce (Zenfolio, Smugmug)

- Post highest resolution images

Making it easier with Lightroom


The Library module has what is called “Publish Services”.

Publish services enables synchronization of catalogs with a website like Facebook, Smugmug, Zenfolio, Dropbox, Flickr, Picasa and Google Drive

Jeffrey Friedl (A photographer in Japan) created a series of Lightroom plugins and has posted them on his website for use. He accepts donations for his work.

<http://regex.info/blog/lightroom-goodies>

▼ Navigator FIT FILL 1:1 8:1



▼ Catalog

▼ Folders +

- OS (C:) 28.6 / 217 GB
- DeroRAID3 (M:) 0.1 / 1.8 TB
- DeroRAID2 (O:) 268 / 931 GB

▼ Collections +

▼ Publish Services +

- Hard Drive : Best of
- Flickr : Robert DeRobertis
- f Facebook
- jf SmugMug
- Find More Services Online...

Import... Publish

Flickr

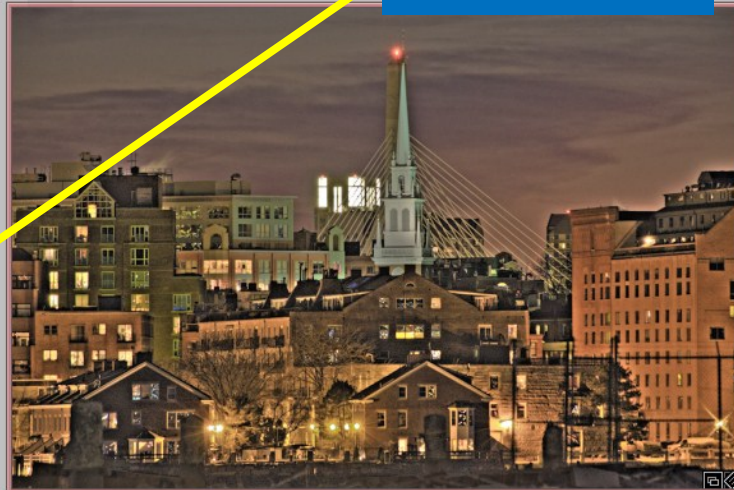
www.flickr.com/photos/53204248@N

Library Filter:

Text Attribute Metadata None

▼ Modified Photos to Re-Publish

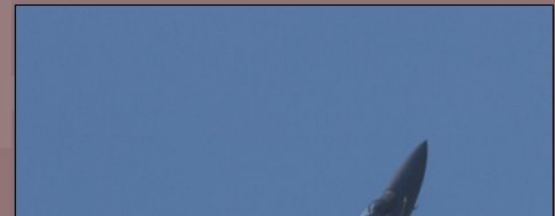
Publish Services



★★★★★

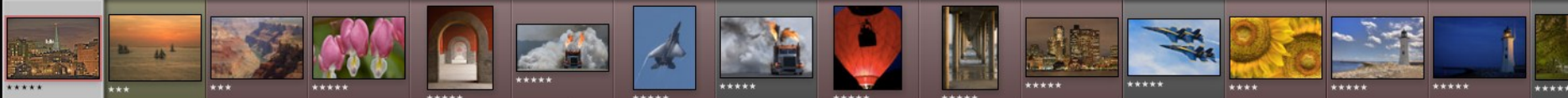


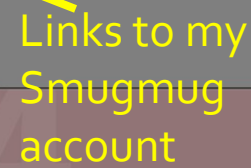
★★★★★



1 2 Published Collection : Photostream 70 photos / 1 selected / _MG_9723And8more-Edit.tif

Filter: < >





Lightroom Publishing Manager

Publish Services:

Settings:

Hard Drive
Best of

Flickr
Robert DeRobertis

jf Facebook

jf SmugMug
(not saved)

Publish Service

Your SmugMug Account Logged in as Robert DeRobertis (robde)

Export Location Temporary folder

File Naming DeRobertis-_MG_9723And8more-Edit.jpg

Video No Video

File Settings JPEG (100%) / sRGB

Image Sizing 240 ppi

Output Sharpening Sharpening Off

Metadata

Watermarking

☒ Watermark: RobDe White 70 Opacity

SmugMug: Tools

SmugMug: Galleries in this Publish Service

Which galleries would you like in this SmugMug Publish Service?
Each can be represented by a normal publish collection, a smart publish collection, or both.

Display filter terms:

<input checked="" type="checkbox"/> Normal	<input type="checkbox"/> Smart	Events > Balloon Festival 2012	repop now
<input checked="" type="checkbox"/> Normal	<input type="checkbox"/> Smart	Events > Christmas2011	repop now
<input checked="" type="checkbox"/> Normal	<input type="checkbox"/> Smart	Events > Christmas2012	repop now
<input type="checkbox"/> Normal	<input type="checkbox"/> Smart	Events > Easter	
<input checked="" type="checkbox"/> Normal	<input type="checkbox"/> Smart	Events > Easter	repop now
<input checked="" type="checkbox"/> Normal	<input type="checkbox"/> Smart	Events > For John C	repop now
<input checked="" type="checkbox"/> Normal	<input type="checkbox"/> Smart	Events > Furnari	repop now
<input type="checkbox"/> Normal	<input type="checkbox"/> Smart	Events > Germany	
<input checked="" type="checkbox"/> Normal	<input type="checkbox"/> Smart	Events > Graduation	repop now
<input checked="" type="checkbox"/> Normal	<input type="checkbox"/> Smart	Events > Matt	repop now

Galleries: ☒ sort alphabetically ☐ most recent first [refresh list](#)

[select all as normal collections](#) [select all as smart collections](#) [repopulate all now](#)

Newly-added collections should be named:

☒ Flatly, without any tree structure

☐ Hierarchically

☐ Forcefully rename current collections to a flat view when this dialog is closed
(This option will also update collection names for gallery names changed at SmugMug) [\(help \)](#)

☒ Populate newly added collections from your SmugMug account. [\(help \)](#)
This applies only to normal, non-smart collections.

You may want to invoke SmugMug in the "File > SmugMug Extras" dialog prior to doing this the first time, to tie photos in your Lightroom catalog that were uploaded to SmugMug via other means back into Lightroom. See the help link for important caveats. If you associate images to a gallery after already creating its publish collection, use the "refresh" link in the gallery list above. [\(help \)](#)

SmugMug: Delete Options

SmugMug: Metadata Management

Metadata that Triggers Republish

Develop Snapshots no

Twitter as @robde

Importing Comments From SmugMug


SmugMug Export Plugin Info NEW VERSION AVAILABLE

Add Remove

All you need to do is fill out a form to set up.

▼ Navigator FIT FILL 1:1 8:1 jf SmugMug


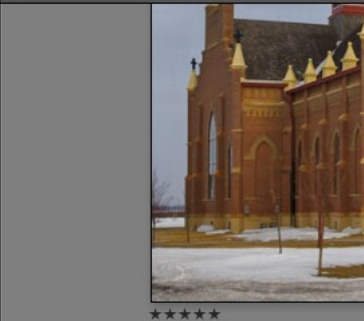
Library Filter:



Events > Memorial Day Tannersville	97
Events > Mike's Birthday	33
Events > Our Lady of Victory	4
Events > Ramona Birthday	45
Events > Rose and Tony Wedding	37
Events > Waterfire2012	14
FineArt > Aircraft	20
FineArt > Architecture	58
FineArt > Best of 2010	20
FineArt > Best of 2011	15
FineArt > Best of 2012	20
FineArt > By The Sea	25
FineArt > Flowers	22
FineArt > Franklin Harvest Festival	41
FineArt > Nature	20
FineArt > Sunsets	7
FineArt > Transportation	17
FineArt > Wings Neck Light	15
Photography > ACEO	0
Photography > Boston	24
Photography > Boston Marathon ...	29
Photography > Cincinnati	0
Photography > Featured Images	98
Photography > Fireworks	22
Photography > Germany	13
Photography > Hong Kong	23
Photography > Hot Shots	4
Photography > Ireland	0

Import... Publish

Published Collection : Photography > Featured Images 98 photos / 1 selected

Press the publish button.

▼ Navigator FIT FILL 1:1 8:1

Library Filter: Text Attribute Metadata None Filters Off

▼ Modified Photos to Re-Publish 1 photo

Keeps track what changes.

▼ Published Photos 2 photos

Import... Publish

Published Collection: Brooklyn 3 photos / 1 selected / bbridge1.TIFF

Filter: ≥ ★★★★★

Summary

Strategy:

- Decide what you want to achieve by posting images on websites

Structure:

- Choose websites that enable you to meet your strategic needs

Process

- Pick the tools to make it easy for you to maintain your images on the web

References

Program Comparisons

Zenfolio: <http://www.zenfolio.com/zf/all-features.aspx>

Smugmug: <http://www.smugmug.com/photos/photo-sharing-features/>

500px: <https://500px.com/upgrade>

Dropbox: <https://www.dropbox.com/pricing>

Thanks!